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MOLDOVA

SUCCESS STORY

Nurturing Moldova's Market for Produce

Sales increase after firm implements production and marketing advice



Photo: CNFA

Agafia Ivanov, co-owner of Moldova's Vindex-Agro, proudly displays the fruits of the company's labor at an agricultural exposition.

Vindex-Agro has improved the efficiency of production, and has shifted from seasonal to permanent employment, thus increasing avenues of stable income and health benefits for its employees.

Moldova has no shortage of fresh fruits and vegetables, but turning a profit on these commodities often proves to be a challenge.

The legacy of the Soviet state-run economy included a lack of essential expertise in marketing and maximizing profits, leaving many of the newly-privatized companies without the means to access new markets and improve efficiency. With USAID's support, however, one Moldovan company is closer to success.

Established in 2000, Vindex-Agro LLC is a midsize fruit and vegetable production and marketing company. In order to increase its market share, Vindex-Agro continuously sought ways to improve its production capacity and marketing ability. After the company purchased irrigation equipment, it began growing vegetables on a 20 hectare (49 acre) plot. As a result of rising production volumes and financial revenue, Vindex-Agro's management decided to enlarge the area. Given the lack of local expertise and access to capital, the company turned to USAID to realize its objectives.

Vindex-Agro applied for a USAID matching grant to install plastic tunnels and drip irrigation for vegetable production. Two USAID volunteers also came to train Vindex-Agro staff in marketing principles and production practices, such as brand promotion, packaging and labeling, harvesting and post-harvesting techniques, irrigation, and modern vegetable planting. As a result, Vindex-Agro improved the output quantity and quality of its products, doubling sales and adding an additional line of supermarkets to its distributors.

The volunteers assisted Vindex-Agro in developing a dynamic marketing plan, and thus increased the company's local market share from 2% to 10%. They also advised Vindex-Agro on proper post-harvest handling that will help meet the demand for fruits and vegetables during the off-season. With the volunteers' support, Vindex-Agro has evolved into the biggest and the most progressive farmer in the Orhei region.

Telling Our Story
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